



# **\$1 Billion in sports-themed tickets sold**

## ***Treasurer Cahill and team leaders announce historic milestone***

**August 19, 2010** – Treasurer Timothy P. Cahill and leaders from the four major professional sports teams announced today at Fenway Park that the Massachusetts State Lottery has sold more than \$1 billion in sports-themed tickets, raising more than \$140 million for local aid.

The Massachusetts State Lottery created the sports-themed lottery ticket market in 2006 with its first Boston Red Sox instant ticket. Since then, the Massachusetts State Lottery has entered into partnerships with all four Boston-area professional sports franchises. Together the organizations have developed nine instant games, selling \$1,006,803,938 in tickets and raising \$141,596,591 for the Bay State's 351 cities and towns.

“Boston is the nation’s number one sports city for a reason,” said Treasurer Cahill, who chairs the Massachusetts State Lottery Commission. “Not only do we have four franchises dedicated to winning, but also owners who deeply care about helping our communities. Together we have raised more than \$140 million for police officers, fire fighters, teachers and other essential public services.”

Joining Treasurer Cahill at the press conference are:

- Boston Bruins – Charlie Jacobs, Principal and Alternative Governor and Cam Neely, President
- Boston Celtics – Rich Gotham, Team President
- New England Patriots – Jonathan Kraft, President
- Boston Red Sox – Larry Lucchino, President/Chief Executive Officer and Sam Kennedy, Executive Vice President/Chief Operating Officer

In total, the Massachusetts Lottery has sold more than \$768 million in Boston Red Sox game tickets over five games; \$116 million in Boston Celtics tickets over two games; \$81 million in New England Patriots tickets and \$40 million in Boston Bruins tickets.

“Sports-themed tickets are vitally important to the Lottery because these games have broad appeal to our core customers, the occasional player and the sports fan,” Executive Director Mark Cavanagh said. “With these games, the Lottery has awarded about \$800 million in prizes, including two \$10 million grand prizes, season tickets for life, incomparable trips, unique team gear and unparalleled fan experiences.”

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## SPORTS-THEMED TICKETS DETAIL

TICKET	SALES	LOCAL AID <i>(All Numbers in Millions)</i>	PRIZES
<b>Boston Bruins</b> <i>Price \$2 – Year 2009</i>	\$40.6	\$7.8	\$29.6
<b>Boston Celtics Green</b> <i>Price \$5 – Year 2006</i>	\$70.3	\$11.3	\$53.5
Limited Edition, Boston Celtics <i>Price \$5 – Year 2008</i>	\$45.7	\$7.4	\$34.7
<b>SUB TOTAL CELTICS</b>	\$116.1	\$18.8	\$88.2
<b>New England Patriots</b> <i>Price \$5 – Year 2009</i>	\$81.5	\$12.2	\$62.9
<b>Boston Red Sox</b> <i>Price \$5 – Year 2006</i>	\$188.1	\$29.8	\$143.7
Boston Red Sox Limited Edition <i>Price \$10 – Year 2007</i>	\$275.6	\$33.5	\$220.5
Boston Red Sox Limited Edition <i>Price \$20 – Year 2008</i>	\$180.0	\$21.2	\$144.7
Boston Red Sox <i>Price \$5 – Year 2009</i>	\$73.4	\$11.9	\$55.8
Boston Red Sox Monster Money <i>Price \$10 – Year 2010</i>	\$51.5	\$6.2	\$41.2
<b>SUB TOTAL RED SOX</b>	\$768.6	\$102.7	\$605.9
<b>GRAND TOTAL</b>	<b>\$1,007</b>	<b>\$141.6</b>	<b>\$786.6</b>